

PROPOSAL FOR EXPANSION

French Language Department  
of  
The Adult Education Center  
International Y.M.C.A.

May 2, 1966.

### EXISTING PRACTICE & OBJECTIVE

For the past thirty-five years the International Branch of the Montreal Y.M.C.A. has been involved in the teaching of English as a second language to New Canadians. The objective of this Program has been to provide these people with a means of communication through which they can seek to better their own personal standards and growth, thus enabling them to become more productive members of our Canadian Society.

### THE GREATER PROBLEM

Within the past three years, the impact of our French Society has become increasingly apparent. It has been realized that in order for a greater level of understanding to take place between the French and English cultures, it is necessary for each to experience the other personally. Part of this must involve learning of a second language so as to be able to open the door of that cultural group.

This challenge has been taken up much more by the French than by the English in the past. However, as was previously said, the impact of the French community has been such in the last three years, that it has become necessary for the English to take it upon themselves to learn the second language.

Here in Quebec we are faced with the increasing demand for bilingualism and many jobs are placing this qualification very near the

top of their list. English speaking people in Quebec are in the minority and the need for French as a second language has become a major concern.

#### WHAT IS INTERNATIONAL DOING ABOUT THIS PROBLEM?

In the Fall of 1964 in answer to the increasing demand for French language instruction, the Adult Education Department opened up courses of French language instruction. Since that time over 670 students have received French Language instruction at this branch and close to 170 students have received instruction given them at their own place of work such as Sherbrooke Paper Products, Dominion Rubber Co. Ltd. and Canadian Pacific Railways. At the present time we have 75 students taking French language courses at International Branch and our extension program being operated at Canadian Pacific Railways.

The Department began its instructions by employing post graduate students from the University of Montreal and since that time has expanded its faculty until in the Winter of 1966 4 part time professional teachers and 3 post grad students were involved in the program.

#### THE IMMEDIATE PROBLEM

At the present time we have expanded our French Program to the point where it is no longer possible for one person on a part time basis to keep it under control. In the past, course development and curriculum control has been done by part time teachers such as Jacques Gagnon and Albert Zgarka who have given a small portion of their time to this area. However, areas of supervision, curriculum control, and course

development have expanded so in the past year that it is no longer possible to administer these areas at peak efficiency.

The demand for French Language Courses is not decreasing but increasing. Various companies are demanding that more and more of their employees take French in order that the company can more effectively relate to and serve the French community. Companies are asking for courses at all times of the day and night, morning, afternoon and evening, placing more demands upon the language schools for the use of full time or retired instructors who are available at these times.

With the development of a Company Course, a great deal of research needs to take place in order that the curriculum can be custom made to meet the company needs. Various methods of teaching and length of courses need to be developed to be able to give the company a variety of choices that will meet the needs of different levels of employees that take the course.

Up to the present time, International Y.M.C.A. has been able to operate a satisfactory French Language Program. However, if we wish to expand the present program we are going to need much tighter control on the areas of supervision, curriculum control and course development. We are at the present time pressing our luck with the programs now in operation and any further expansion under the present conditions could put the whole program in jeopardy.



WHAT HAS BEEN THE REACTION TO OUR COURSES?

In this section only companies where we have offered French will be discussed.

SHERBROOKE PAPER PRODUCTS LTD.

It was this company where our out-of-building French Programs began.

Basically the company was satisfied with the course. However, there are certain factors that must be considered.

- 1) The course was held during a peak period for the company and as a lot of students involved in the course were salesmen the attendance varied very drastically.
- 2) The time that was best suited for the company to run their course was not possible for us to accomodate, as they wished a course in mid afternoon not after working hours.

DOMINION RUBBER COMPANY LIMITED

In this company we ran three different French classes. Two beginners and one Intermediate. The company was very satisfied with the work that we did there and it was with regret that they had to discontinue the classes last year. Basically, the main reason for discontinuing the program was the lack of sufficient employees to make up classes. Due to transfers and job responsibilities only half of our original groups remained making it impossible from the company's financial point of view to continue.

### CANADIAN PACIFIC RAILWAYS

As yet, due to the fact that the C.P.R. courses are still in session, no formal review of our work had taken place. However, a number of comments can be made on this contract.

C.P.R. spent nearly \$30,000.00 on French Courses this year with International receiving only 1/3 of this amount. The other 2/3 went to the Mount Royal School of Languages. Why?

In the Fall, when these courses were set up, we were not capable of handling the total number of students that C.P.R. had due to lack of staff, lack in versatility in program and inability to teach except after 4:30 pm.

Some of the areas where we have failed to meet our objectives have been:

- 1) Curriculum control, insufficient research has taken place for us to offer and teach a well company oriented course.
- 2) Supervision, it has been impossible for the Adult Education Director to supervise effectively due to his lack of French and his inexperience in the teaching field.

### HOW HAVE WE COMPARED TO THE MOUNT ROYAL SCHOOL?

From all reports to date, International and Mount Royal School have operated at about the same level of performance. Both have failed to some extent to meet the objective of teaching a custom-made course.

However, Mount Royal have had the staff, and resources to offer a variety of courses both to small and large groups. They have been able to teach at all times during the day which has allowed them to take on more students.

Reactions at this early date are quite favourable to continuing the program in the Fall. However, this must wait the approval of their new president when he is appointed. There are certain areas in the French field that are in need of development. (1) Advanced French Grammar Course and (2) French Business Correspondence. However, these can only be developed through an expansion of our Program under highly specialized supervision.

#### WHY MUST WE EXPAND?

We have been in the field of communications for 35 years. Our YMCA objective is to build Christian personality and a Christian Society.

If we accent this objective then we cannot turn down the challenge to help our community made up of English and French to live together in harmony, each accepting the other and trying to learn about and from the other. Our role in this is to teach the French Language to the best of our ability, not only imparting knowledge of a language but also of a cultural society.

A second but no less important reason for us to expand into this field would be the financial implications that it would have for our YMCA.

As has been previously stated, any further expansion with the present staff and resources would be hazardous to the entire French Language Program. Any expansion that does take place must assure us of top coverage in this area of supervision, curriculum control and course development.

#### NEED FOR A SPECIALIST IN LINGUISTICS

The Adult Education Department recommends that International YMCA hire as a full time employee, a Specialist in the field of linguistics, fluently bilingual, (English & French) and capable of handling the areas of supervision, curriculum control and course development.

With the addition of this person to the staff, the Department would be in a position to sell at least enough programs to cover his salary and expenses during the first year and would be well on the road to greater development in the language field both program wise and financial during the second year of this program.

Having this individual on the staff would give the department the versatility needed to negotiate with various companies being more aware of their needs and offering them the selection of programs best suited to their needs.

The inclusion of this individual within our organization would enable us to better serve our community and do our small part in helping to establish a greater sense of brotherhood between the French and English cultural groups.

#### WHAT WOULD BE THE RESPONSIBILITIES OF THIS SPECIALIST?

Such a specialist would be attached to the Adult Education Department of International YMCA and would assume the title of "Assistant Director". He would be directly responsible to the Director of Adult Education.



The following would be a proposed outline of his job responsibilities during the first year:-

1. Hiring of all French Personnel for the teaching of French as a second language.
2. Supervision of all French Language Teachers.
3. Accept full responsibility for the teaching of French at International YMCA both in-building and out-of-building programs.

Such responsibility would include:

- a) development and implementation of curriculum
  - b) orientation of new personnel to curriculum
  - c) teaching of more advanced and specialized courses in French Language Language field.
4. Work closely with the Adult Education Director in the sales and development of company oriented courses.
  5. Work co-operatively with the Adult Education Director in terms of scheduling, budgeting, co-operative program planning and advertising.

#### HOW WILL THIS EXPANSION BE FINANCED?

The in-building French Language Program has, up to this time, been operating on a break even basis. It has been just meeting (a) teaching

costs, (b) advertising costs and administrative costs which would include a portion of my salary.

However, the company centered programs have brightened the department's financial picture considerably. To date our out-of-building French Programs have grossed \$12,605.00

DOMINION RUBBER	480.00
	1200.00
SHERBROOKE PAPER PRODUCTS	225.00
CANADIAN PACIFIC RAILWAYS	<u>10700.00</u>
	12605.00

Approximately 65% of this money has been used for teaching and administrative costs. 50% teaching and 15% administration such as my salary and expenses. This has left approximately 35% to enhance the department's budgeted surplus income figure. This year alone, because of our C.P.R. contract, the budget surplus was increased by approximately \$4,000.00

With the addition of a Specialist to the Adult Education Center, I am confident that additional programs will be sold so that the salary of this specialist can be met without harming in any way the proposed budget of the department for the coming year.

It is quite apparent although not officially confirmed at the moment, that C.P.R. will continue their association with this department in the coming year. With this type of prestige and the inclusion of a linguistic specialist on our staff, it will allow us a far greater scope upon which to deal with new companies.

It is anticipated that the cost of a French Specialist would be approximately:-

Salary	\$8,000.00
Pension	700.00
Travel & Expense	<u>1,300.00</u>
	\$ 10,000.00

This expense could be well taken care of if we are able to sell programs totalling about 2 1/2 times the size that C.P.R. has been this past year. If C.P.R. renews its contract with us, then there is every possibility that the renewal would be on an expanded basis over and above this year's if we are able to offer them the services of a specialist who would develop programs more closely relating to their needs.

It may not be possible to finish next year in the same budget position as this year. Our first year in this venture will require most of the surplus above expenses on company contracts to pay for the specialist. However, with this program, it is possible that within two or three years, the income from this expanding program would boost our surplus \$10,000 to \$15,000. Various discussions that have taken place between the Adult Education Director and persons such as Dr. Whitelaw, Head of the French

Department S.G.W.U., Mr. Harry Suffrin, Manager of Operational Planning, Steinberg's, and Mr. J. Duclos, Vice Principal of Baron Byng High School, would seem to support this view and highly recommend this type of expansion.

THE RECOMMENDATION

The Adult Education Committee would strongly recommend that the Board of Management of International Y.M.C.A. approve this document and take action to secure as a member of the staff, a linguistic specialist with the qualifications outlined in this brief.

Respectfully submitted,

Erle W. Ulley, Chairman Adult Education Committee

Ward G. Minielly, Director

Adult Education Center.